

WFF 2, Nov 8, 2011 CURRENT PROJECTS AND GOALS	CURRENT STATUS	NEXT ACTION(S) INCLUDING WHO AND WHEN
Venue selection and procurement.	Have decided on The Bartell, Auditorium at MMoCA, Marquee Theater at Union South, 4070 Vilas Hall (regular Cinematheque venue), New Auditorium at Chazen Museum of Art, Monona Terrace Convention Center, Orpheum Theater and Sundance Theaters. Norma Saldivar has sent info re Orpheum to Central Business Office for contract.	Christina Martin-Wright with Rose Byrd review past agreements, contacts and financial docs. Develop with Dean's Office as needed. Special consideration for Orpheum and Sundance arrangements and agreements. Given the situation, t. Plan to have agreements/contracts w all who book this early by end of November.
Ticketing Software: Find and secure PCI compliant system by December. Critical.	Have responses from a request for proposals.	Committee to meet in early Nov to evaluate. Norma Saldivar chair.
Office organization	Christina Martin-Wright, Rose Byrd and Meg Hamel working on it. Need table, phone lines and other. Have secured storage area on 5 th floor Lathrop.	Goal is to finish by Thanksgiving.
Programming	Jim Healy has met w Programming committee. All have a budget. Committee: Jim Healy; John Powers (avant-garde); Mike King (international fiction); Heckman (specials); and Tom Yoshikami (international documentaries).	Programming to be completed by Jan 15. Plan a report to steering committee just before winter break.

WFF 2, Nov 8, 2011 CURRENT PROJECTS AND GOALS	CURRENT STATUS	NEXT ACTION(S) INCLUDING WHO AND WHEN
Wisconsin's Own competition (Oct 31) and Own Student competition (Dec 31).	Accepting entries. Jim Healy will propose make up of student competition selection committee. In past was WUD film committee member, Comm Arts grad(s), Erik Gunneson and Meg Hamel. Can begin work now as deadline for entries is Oct 31.	Jim Healy will propose Jury for Wisconsin's Own. In past included 3 out of state jurors who are familiar w the project.
Presenters, Special Guests and Events	Await programming and development work.	Await programming and development work.
Graphic image: Create Festival's graphic identity for coming year. Next establish and get approved designs for promotional materials, posters, shirts, etc. Basic design scheme should be decided, so logos, etc. can just be dropped in before the production deadlines. Also ongoing web site maintenance to add new material, update or correct older items, solicit donations, sell merchandise, etc		Meg Hamel working on it. Due Nov 18 for Steering Committee review.

WFF 2, Nov 8, 2011 CURRENT PROJECTS AND GOALS	CURRENT STATUS	NEXT ACTION(S) INCLUDING WHO AND WHEN
Communications Plan: WFF 2012 Roll Out. Press Release from the Sch of Education (lead with participation from L&S) office announcing a new partnership between AI and Com Arts on the WFF. Announces the additions to staff, new configuration of staffing in Com Arts and the venues. Announce any special guests, or at least one for opening or major film, opening night event for the public, and any special give a-ways. Weave in this year as the Year of the Wisconsin Idea. Madison Magazine: Check for Dec or Jan article. Sch of Ed External Relations office, Rebecca Quigley.	WFF group members considering suggestions for release elements.	WFF group members will send suggestions for release elements to Ken or bring them to a meeting w Bex. Ken will contact her
Marketing Plan	Meg Hamel to send past methods in short report to Ken by Nov 4.	Need proposal and approval. First need Hamel to report by Nov 4 on what is the usual marketing plan for the WFF. What has been done in the past? Include what venues for advertising? Also Social Networking? Can the same plan be implemented and if not, why? If parts of the plan require additions in order to be completed what would they be? What is the ideal plan of attack for advertising the festival What is the budget for this?

WFF 2, Nov 8, 2011 CURRENT PROJECTS AND GOALS	CURRENT STATUS	NEXT ACTION(S) INCLUDING WHO AND WHEN
Budget Development and Approval	Expense draft. Need incomes section.	Christina Martin-Wright and Rose Byrd working on it. Due Nov 18 for Steering Committee review.
Friends		Christina Martin-Wright and Meg Hamel will discuss donor benefits and brainstorm: What is in it for them? Creative and culturally appropriate ways to show gratitude.
Special or Opening Events	TBD	TBD
Sponsorships and Gifts		Christina Martin-Wright will review and reconsider what sponsors receive at different levels of support. As needed involve UWF staff, Beth Walsh, legal services, etc
Grants	Sundance, Academy of Motion Pictures, in process.	Christina Martin-Wright researching possibilities. Welcomes suggestions.
Community Outreach		Christina Martin-Wright report.
Trailer, TV Spot Development	A development and a marketing project. Explore with J.J. Sedelmaier.	Christina Martin-Wright and Sch of Ed Dean's and External Relations offices to follow up w contacting Sedelmaier.

WFF 2, Nov 8, 2011 CURRENT PROJECTS AND GOALS	CURRENT STATUS	NEXT ACTION(S) INCLUDING WHO AND WHEN
Audience Choice Award	Need to determine its value. How can we make it more user-friendly and useful to our operations?	Christina Martin-Wright and Meg Hamel to review and report at Nov 8 meeting.

**Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from the
National Historical Publications and Records Commission.**



Wisconsin Center
for Film and Theater Research

<https://wcftr.commarts.wisc.edu>



**NATIONAL
ARCHIVES**

NATIONAL HISTORICAL
PUBLICATIONS
& RECORDS COMMISSION

<https://archives.gov/nhprc>